

The Herman Herald

June 2025

Last Month's Crossword

There have been accusations leveled at me of being lazy because I slapped a full page crossword at the end of my last newsletter. Fortunately, my most vocal critics are not subscribed to The Herman Herald plus, so I do not give a fuck about their opinions. Since I know most of you all are way too lazy to actually finish a crossword (and because I accidentally kept the online version locked for like 2 weeks, oopsie), here are the answers to the starred clues as well as some honorable mentions:

Starred clues and references to previous heralds:

Had an alright third movie: **SONIC**

Boldly autistic: **SIGMA MALE**

They are cool again: **CIGS**

Flying colors: **RAINBOW DASH**

Mario's brother who was arrested

at McDonalds: **LUIGI MANGIONE**

Slice the zyn? **CUTTHERSNUS**

Honorable mentions:

Competitor of Harley and Steinway: **YAMAHA**

Participate in court proceedings?: **PLAY TENNIS**

Enjoyed by fiddlers and diddlers alike?: **CMINOR**

Fuck you all, it was funny.

Glad Midsommar!

So Midsummer just happened! For those of you who do not know, Midsummer is the biggest Swedish holiday of the year, celebrated by the adults getting piss drunk while the children dance around a giant garden phallus.

Our friend group celebrated by having an awesome midsummer lunch featuring shrimp pie, meatballs, summer potatoes and herring among other things. This lunch was followed by a midsummer pentathlon that took about 10 km of walking and way too fucking long time.

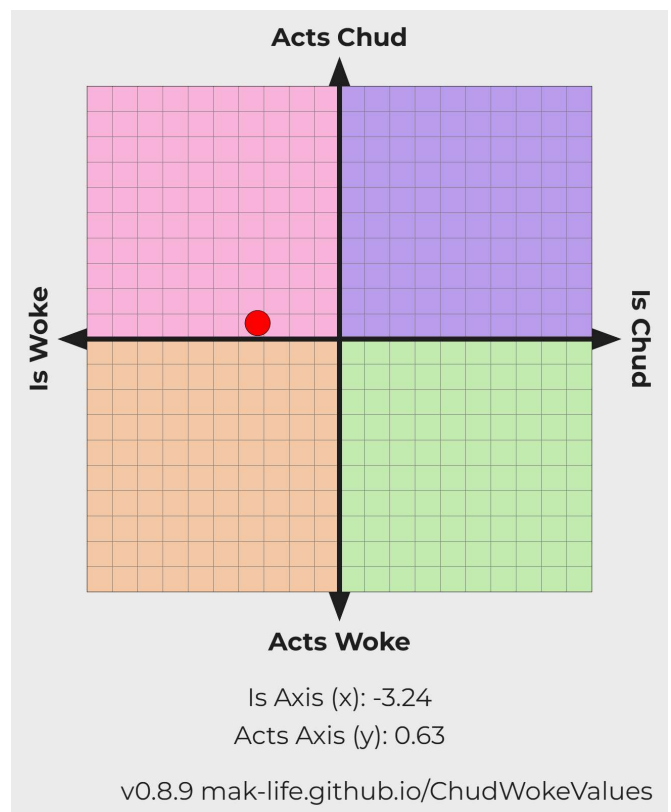
Nonetheless, we ended up over at my place where we had an awesome dinner and the best cake I have ever had/baked in my entire life, before doing a 4km beer walk (1 beer every 800m) back to the afterparty at cameraman Noah's place.

Lots of fun was had, alcohol was consumed and embarrassing moments were caught on camera. The Herman Herald used this opportunity to try out our recording equipment, so if you were involved there is a real possibility that you might end up on the website in the near future.

With that, I hope all my readers had a pleasant midsummer and would like to wish all of you an amazing summer.

Woke vs Chud compass

Following up on last month's social standing compass, here is another one! How woke are you vs how chud do you act? Take this compass to find out. This is where The Herman Herald placed, woke but acts like a chud to provoke people. Sounds about right if you ask me. If you end up doing the compass, please email the result to herman@thehermanherald.com and we will find out exactly how based our readers are.



Herman does a chud/woke compass
<https://mak-life.github.io/ChudWokeValues/index.html>

Transactional Relationship-Maxxing

All relationships are inherently transactional. There, I said it. If you happen to be a decent human being you might argue that, no, I do nice things for my friends without expecting anything in return all the time. Bullshit. You do those things because it makes you a) feel good and b) increases your social credit with those people. Even when you do something truly selfless, you are gaining something from it, or else you would not do it.

I myself am on the other side of the extreme. I'm a transactional relationship-maxxer. What does that mean? It means that I'm meticulously keeping track of the pros and cons of every interaction with every person I do something for in order to maximize my own personal gain.

In order to do this, I have established a few key parameters that exist in every relationship;

Trust:

How much faith do they have in your decision making and motives?

Material:

How much material do you stand to gain from the other person, be it resources or social credit?

Emotion:

How strong and how many positive emotions do you invoke in the other person?

Dependency:

How much does the other person depend on you for knowledge, resources, mental health, etc?

By giving each interaction a positive or a negative score on these scales, I aim to maximize the total score gained with every decision. How much score can be gained depends a lot from person to person, but as a rule of thumb, the more I stand to gain from any given interaction, the more effort I'm going to put into that relationship.

Take cameraman Noah, for example. I met Noah almost 6 years ago when we started uni, and he quickly stood out to me as someone who is fiercely loyal. Now loyalty is a very exploitable concept. By maximizing my trust score and putting myself in a position where Noah depends on me for entertainment and social gratification, I

have now reached a point where I can convince him to do almost anything with a very little hit to any of my other parameters.

This score can then be traded for things that I want, be it help moving or recording one of my stupid Herman Herald skits. Hell, I bet I could get this guy to fly halfway across the globe with me for a shitpost if push where to come to shove. All of this thanks to the concept of transactional relationship-maxxing.

My Little Pony characters ranked by how likely they are to say the N-word:

1. Rainbow Dash (when gaming)
2. Applejack
3. Rarity
4. Rainbow Dash (when not gaming)
5. Twilight Sparkle
6. Pinkie Pie
7. Fluttershy

Song Of The Month

Swedish summer classic, straight from the heart of Värmland.

Sommar I Sverige - Sven-Ingvars

Listen to it on [Spotify!](#)



This is what I see in my head when I'm talking to you

